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## Net Marketplaces Grow Up

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Vertical B-to-B eMarketplaces are all the rage. But as these sites begin to collide within industries, they'll need to interconnect with other marketplaces to survive.

### ② INTERVIEWS

- eMarketplaces have ambitious goals -- they expect their transaction volume to grow more than seventyfold by 2001.
- 74% of sites will provide more than one transaction mechanism within two years.

### ③ ANALYSIS

- Transaction fees alone won't pay the bills for eMarketplaces.
- Within two years, eMarketplaces will evolve into interconnected one-stop shops.

### ⑤ ACTION

- Firms should invest in eMarketplaces, not build them.
- Specialized services will affiliate with marketplaces.

### ⑯ WHAT IT MEANS

- The FTC must allow firms to work together -- unfettered.
- eMarketplaces will become a system integrator specialty.

### ⑰ RELATED MATERIAL

### ⑱ GRAPEVINE

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